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PATENTS, TRADEMARKS AND COPYRIGHTS

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Deposited: February 6, 2004

I hereby certify that this correspondence is being deposited with the United States Postal Service Express Mail under 37 CFR 1.10 on the date indicated above and is addressed to: Mail Stop Patent Application, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Date: February 6, 2004  
Docket No: 448/9-1907

*Judith Murphy*

1 02/06/04

22141 U.S. PTO  
10/774061



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under CFR 1.53(b))

Docket No.:	448/9-1907
Inventor(s):	Marc LEWIS, C2-Full Heights, Thackeray Road, Chelsea, London SW10 0SZ, United Kingdom; Matthew James MCGUINNESS, 68 Grange Road, Croydon CR2 0NB, United Kingdom
Title:	DISCOUNT AND/OR LOYALTY REWARD SYSTEM AND RETAIL APPARATUS THEREFOR

APPLICATION ELEMENTS (See MPEP chapter 600 concerning utility patent application contents)

- ☐ 1. Fee Transmittal Form (attachment)
- ☒ 2. Specification, Claims, Abstract [Total pages 32]
- ☒ 3. Drawing(s) (35 USC 113) [Total pages 16, Figs. 1-16]
- ☒ 4. Oath or Declaration
  - ☒ Un-Executed Declaration
  - ☐ a. Newly executed (original or copy) 1 Inventory only
  - ☐ b. Copy from a prior application (37 CFR 1.63(d))  
(For continuation/divisional with box 17 completed)
- ☐ 1. DELETION OF INVENTOR(S)  
Signed statement attached deleting inventor(s) named  
in the Prior application see 37 CFR 1.63(d)(2) & 1.33(b).
- ☐ 5. Incorporation by Reference (useable if Box 4b is checked)  
The entire disclosure of the prior application, from which a copy of the oath  
or declaration is supplied under Box 4b, is considered as being part of the  
disclosure of the accompanying application and is hereby incorporated by  
reference therein.

- ☐ 6. Microfiche Computer Program (Appendix)
- ☐ 7. Nucleotide and/or Amino Acid Sequence Submission (If applicable, all necessary)
- ☐ a. Computer Readable Copy
- ☐ b. Paper Copy (identical to computer copy)
- ☐ c. Statement verifying identity of above copies


**ACCOMPANYING APPLICATION PARTS**

- ☐ 8. Assignment Papers (1 cover sheet (PTO-1595) and 1 document(s) for recording)
- ☐ 9. 37 CFR 3.73(b) Statement (when there is a assignee) ☐ Power of Attorney
- ☒ 10. Application Data Sheet
- ☐ 11. Information Disclosure Statement (IDS) and PTO-1449 ☐ Copies of IDS citations (refs. )
- ☐ 12. Preliminary Amendment
- ☒ 13. Return Receipt Postcard (MPEP 503) (should be specifically itemized)
- ☒ 14. **Small Entity Statement-The Applicant and assignee if any qualify for and hereby claim small entity status.**
- ☐ 15. Certified Copy of Priority Document(s):  
(Only if foreign priority is claimed)
- ☒ 16. Other: This application claims priority in Great Britain Patent Application No. GB0304264.5 filed February 25, 2003.
- ☐ 17. If a CONTINUING APPLICATION, check appropriate box and supply the requisite information below and in a preliminary amendment:  
☐ Continuation ☐ Divisional ☐ Continuation-In-Part (CIP)  
of prior application No. \_\_\_\_\_  
Prior application information: Examiner \_\_\_\_\_ Group: \_\_\_\_\_
- ☒ 18. **CORRESPONDENCE ADDRESS**

Please direct all communications to **customer number 28147**,  
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Respectfully requested.  
Coleman Sudol Sapone P.C.

February 6, 2004  
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By:   
William J. Sapone, Reg. No. 32,518  
Attorney for Applicant(s)

(Attachment)